

ADVERTISED BRANDS—SAFE **BUYING**

Instead of just asking for a pair of stockings or some kitchen utensils, the discriminating buyer has learned to ask for goods by name. You ask for Holeproof Hose or Wear-Ever Aluminum Utensils, or you use some other name that you know and trust. Instead of just asking for corn flakes or grape juice or talcum powder, you ask for Kellogg's, Welch's, Mennen's or Colgate's. Names like these are your assurance of high standards and safe buying. You can send a child for a product that's right in quality and price as if you went to the store yourself. Advertised brands mean safe buying.

Merchants and business men of Ardmore who use the columns of this paper to exploit their goods, will have the same relative standing with the buying public in this community.

The firm that keeps its name constantly before the people is the firm that will do the business.